



## **Brand Platform Worksheet**

Review the worksheet with your team or partners and set time aside to think about each section and question and then complete the sheet as a group.

Once completed, the brand platform becomes the foundation for expressing your brand. The platform can provide guidance and influence on all communications.

### **Getting started**

The following questions need to be answered completely with total agreement from all decision makers before you start on the worksheet:

1. Who are you as an organization and what do you do / what are your capabilities?
2. What are your credentials/qualifications?
3. What are your short and long term goals, and what is your strategy to achieve these goals?
4. How much demand exists for your products/services?
5. What is the perception of your organization in the marketplace? If it is a new venture, what is the perception for the kind of work your organization does?

## **DEFINING YOURSELF**

### **Brand Promise**

The brand promise is the single quality that drives the organization and something that your constituents can count on. Think of the brand promise as the emotional link between you and your customers. For example, the Mercedes Benz brand promise is to deliver luxury to its customers. And they do it through their automotive products.

Finish this sentence:

Each time a person comes in contact with our organization, he or she will...



### **Attributes**

List the 3-5 primary attributes or qualities that are at the core of your organization. Is it innovation, superior customer service, or uncompromising quality in product development and manufacturing? Whatever attributes make the list, these values become the core to the brand's identity. Together with the brand promise, they should influence every decision the organization makes as it moves to execute its strategy.

- 1.
- 2.
- 3.
- 4.
- 5.

### **Mission**

The mission is a short statement that speaks to the core reason the organization is in business – besides making a profit. It covers the purpose you want the business to accomplish or a need that is currently unfulfilled.

### **Organizational Description**

This is a short, 25 - 40 word definition of what the organization does.

### **Descriptor**

A short 3-5 word definition of the business.

### **Target Audiences**

Identify, prioritize and define all categories of stakeholders....employees, customers, investors, media, etc.



## DEFINING YOUR PLACE IN THE MARKET

### **Position / Unique Selling Proposition**

What is the key selling point of your product/service? Can others make the same claim? If so, it's not unique.

### **Category**

What sector or category does your organization operate in? Can your organization be the first to create and own a sub-sector of the category?

### **Key Message Points**

What are the 4-5 key messages that you want everyone who comes into contact with the organization to know?

- 1.
- 2.
- 3.
- 4.
- 5.

### **Your brand's...**

Symbol or metaphor

Picture

Color

Story

Tagline (A memorable phrase that supports the brand)